

2071446460

Pls make file for outside

Planning note 1997 Plan

**Parliament '97 Planning Meeting**  
**July 12, 1996**  
**9:00 a.m. - 4:30 p.m.**

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**Agenda**

- |   |            |
|---|------------|
| ✓ Continental Breakfast   | 9:00 a.m.  |
| ✓ State of the Business -- Blue and Menthol (Brand)                                   | 9:30 a.m.  |
| ✓ Discussion of Environmental/Industry Changes (Team)                                 | 10:15 a.m. |
| ✓ Consumer Insights (Y&R)   | 11:00 a.m. |
| • '97 Brainstorming and Lunch (Team)  | 12:00 p.m. |
| - How do we capitalize on Parliament's growth in popularity?                          |            |
| • How do we grow total family?  |            |
| • How do we incorporate Menthol in marketing mix?                                     |            |
| • Do we consider marketing support expansion within Region 1?<br>Outside of Region 1? |            |
| • Wrap Up and Next Steps  | 3:00 p.m.  |
| • Happy Hour  | 3:30 p.m.  |

*trendy/faddish  
vs. mainstream  
- easily knocked off*

*• proprietary  
- we can do it  
and own it*

SR/DS-Parl. '97 Planning - 7/12/96

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